

ABSTRACT OF THE DISCLOSURE

[00095] There are provided technologies relating to a method for display of contents by which a screen saver function can easily be realized, using WEB browsers in a user terminal for display of a screen saver; even during access to other WEB sites, advertising display may be realized by automatic switching when there is no input to the user terminal in predetermined time; and screen savers, advertisements, and so on, which lead to increased opportunities for advertising display, are displayed.

[00096] As shown in FIG. 1, a schematic configuration for executing the method for display of contents according to the present embodiment comprises a WEB site 10 which supplies contents data 20DATA, such as moving pictures, for a screen saver (contents), and a user terminal 20 provided with a display device (display means) 20D for display of the screen saver, and display of the screen saver is controlled by a script language 20P executable on a browser in the side of the terminal 20.